

## **PERMISSION-BASED MARKETING AND DELIVERY SYSTEM AND METHOD**

### **ABSTRACT OF THE DISCLOSURE**

**[0042]** A customizable content delivery system includes a computer network and user interface applications to help end users find, select and receive content. These end users have the additional ability to select promotional materials to be included with ordered content, which may have the effect of reducing the price to paid for the content. Content and promotional materials are registered and ordered electronically by end users. The system therefore provides an electronic clearinghouse for content owners and providers of promotional material to coordinate their activities with end users and provide specific media and services to targeted audiences.